Your product or service offer

Product and service launch toolkit working copy

Create the page a suitable customer could assess. Replace the bracketed answers and delete the short prompts before sharing. Use your own name, supported claims and actual terms. Keep internal planning out of this page.

Who this is for

Name a particular customer and buying situation. Include an important reason the offer would not fit.

[Write here]

What you receive

Describe the actual product, access, service work or useful output. State quantity, format and material inclusions.

[Write here]

How you can use it

Explain the customer's first useful result and the relevant difference from their present alternative. Give a representative sample or demonstration, not an unsupported superiority claim.

[Write here]

Price and scope

State currency, tax basis, total or pricing basis, payment timing and material exclusions. Do not invent legal terms or copy a price from the example.

[Write here]

What we need from you

Name the information, access, eligibility, compatibility or participation required. State what happens if an essential input is unavailable.

[Write here]

Questions and corrections

Explain included help and how an issue is reported and resolved. Use a promise you can honour.

[Write here]

Next step

Give the real route to enquiry or purchase. Explain what becomes confirmed, and when. Remove example contact details.

[Write here]

First useful delivery

Build a specimen of what your customer will actually receive. For a physical product, use a sample unit, annotated design, contents and fit information or packing and use instructions. For a digital product, show a working screen or output and a complete example task. For a service, supply a representative completed output. Use the space below for the actual material, not only a description of it.

Your sample and first useful task

Place or describe the actual sample here and add the material itself. What can the customer do with it? What must an appropriate person still decide?

[Write here]

Basis and limits

Identify the sample's source, version and status. Separate a prototype from a final product and a supplied fact from a conclusion. Remove private material before sharing.

[Write here]

Part of the sample	What the customer sees or receives	How they use or check it	Material issue or limit
[Write here]	[Write here]	[Write here]	[Write here]
[Write here]	[Write here]	[Write here]	[Write here]
[Write here]	[Write here]	[Write here]	[Write here]

Use and support instructions

Show a complete example task using the sample. How will the customer know what to do next, and where can they get help?

[Write here]

Useful instruction or message

Include a useful instruction, demonstration, extract or message where it helps the recipient act. Do not treat a prepared message as sent.

[Write here]

First customer path

Walk through one customer's actual route. Adapt it for a shop purchase, online checkout, partner introduction, booking or negotiated sale. Name who does the work, what they need and what makes the next step ready. Do not build every possible channel.

Find and assess fit

How does a suitable person encounter the offer and sample? What helps them assess it without pressure or unsupported claims?

[Write here]

Agree the purchase

How are scope, total price, terms and dates checked and accepted? Who can authorise an exception? What is an enquiry rather than an order?

[Write here]

Prepare and confirm

What inputs, stock, compatibility, access, payment or capacity are essential? What happens if one is missing?

[Write here]

Deliver and use

Who produces or fulfils the order and checks it? What is the first useful customer task and how will it be supported?

[Write here]

Correct an issue

How does the customer report a wrong, missing, damaged or unsuitable result? Who owns the response, replacement, correction or other agreed remedy?

[Write here]

Review before extending

What will you observe about usefulness, actual effort, buying and support? Who decides whether to continue, change or stop?

[Write here]

Further working resources

Use a linked tool only when it helps the chosen job. The offer and sample do not require a full marketing plan or a new business plan.

Growth opportunity guide and working material

Customer research toolkit

Capacity planning working tool

Weekly cash forecast

Product and service launch planning combines offer design, a useful prototype, customer experience, delivery preparation and proportionate testing. These working tools and the fictional illustration are original Navigate material. A completed plan or an encouraging conversation does not establish demand or a viable launch.

Strategyzer Test Card guidance

GOV UK guidance on testing a substantive service prototype

Resources test and revision

Record the few assumptions that could change this launch. Use supplied figures on one stated period, currency and tax basis. Include preparation, fulfilment, support, cash timing and existing commitments. Use another calculating tool if needed; do not treat these manual tables as a live model.

Resources and comparison basis

State the available cash, people, stock and capabilities, the units and period, relevant costs and exclusions. Separate a time valuation from cash paid and total programme cost from the next decision's incremental cost.

[Write here]

Changed fact

What did someone actually need or what changed in delivery? Which assumption, offer or product behaviour does this challenge? Keep an invented test case separate from actual evidence.

[Write here]

Scenario and assumptions	Revenue or benefit basis	Relevant cost and result	Workload and constraint
[Write here]	[Write here]	[Write here]	[Write here]
[Write here]	[Write here]	[Write here]	[Write here]
[Write here]	[Write here]	[Write here]	[Write here]

Choice and actual revision

Compare at least one credible alternative. Change the actual offer, specimen or buying and delivery path where needed. What remains unproven?

[Write here]

One further trial

State the important assumption, smallest substantive test, what you will observe and the decision condition. Set a limit and an owner. A small success does not establish market demand.

[Write here]

Decision conditions

What would make you continue a limited trial, revise or stop? Include a failure that would change the offer or customer choice rather than explaining it away.

[Write here]

The next commitment

What has actually been accepted? Record remaining uncertainty, next action, owner and review date. When reviewing, separate actual results from plans.

[Write here]